

Assembly Concurrent Resolution No. 24

RESOLUTION CHAPTER 43

Assembly Concurrent Resolution No. 24—Relative to California Beer Distributor Month.

[Filed with Secretary of State June 5, 2013.]

LEGISLATIVE COUNSEL'S DIGEST

ACR 24, Nestande. California Beer Distributor Month.

This measure would proclaim the month of May 2013 as California Beer Distributor Month.

WHEREAS, In the United States, beer distributors are licensed and regulated by state and federal governments. Distributors are a critical component of the state-based system of alcohol regulation established under the 21st Amendment to the United States Constitution and in the California Constitution. These laws provide for an orderly distribution system that gives access to markets, promotes competition, and protects the public; and

WHEREAS, California's beer distributors maintain and market a diverse beverage portfolio, buying from many brewers and selling to all licensed retailers in the area. This practice gives consumers over 13,000 brand choices, from domestic brands, to craft-brewed specialty beers and imports, all at competitive prices; and

WHEREAS, California's beer distributors are highly regarded for local sales knowledge and specialized marketing, bringing brewers' beers to life on tap or on the grocery shelf by building brands through retailer and consumer education, promotions, and tasting events; and

WHEREAS, California's beer distributors are working smarter and greener every day, powering their warehouses with solar energy, complying with California's rigorous diesel regulations, and investing in the latest technology and innovative sustainable solutions to reduce their carbon footprint businesswide; and

WHEREAS, California benefits from beer distributors as the single point of contact, ensuring a transparent paper trail for the full collection and payment of California's redemption values and all sales, excise, and state taxes. California's beer distributors are the link to beverages brought in from out of state that need to be tracked back to the point of manufacture for state taxing and public safety purposes; and

WHEREAS, California's beer distributors are third and fourth generation independent family businesses committed to the economic and civic vibrancy of their communities and to ever stronger family businesses for the benefit of their employees and future generations; and

WHEREAS, California's beer distributors, located in all 58 California counties, contribute \$931,668,114 annually to California's economy in direct wages and health care benefits to their 11,743 employees; now, therefore, be it

Resolved by the Assembly of the State of California, the Senate thereof concurring, That the Legislature hereby proclaims the month of May 2013 as California Beer Distributor Month; and be it further

Resolved, That the Chief Clerk of the Assembly transmit copies of this resolution to the author for appropriate distribution.